



ANNUAL  
REPORT  
2018

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## MISSION

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To share the Singapore Story and inspire a desire to contribute to Singapore's future.

## VISION

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- To our Guests, Excellent Customer Service
- To our Staff, a Preferred Employer
- To our Business Associates, a Professional Relationship
- To our Stakeholders, an Enriching Partnership

## CORE VALUES

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### Compassion

It is commonly used interchangeably with empathy, altruism, kindness and love. However, compassion must not be confined to just managing clients and visitors, it is also about treating our own employees compassionately.

### Professionalism

Being professional is also about wanting to excel in whatever we undertake to do. When we do things right and well the first time, every time and all the time, then we are indeed displaying the highest level of professionalism.

### Customer Service

We are just providing basic customer service if we are merely meeting expectations when we are personable, prompt, efficient, courteous, and reliable. It is when we are able to deliver beyond expectations, then are we able to delight our guests and visitors.

When we take personal responsibility for our actions, we are indeed displaying honesty and integrity. As we are governed by the corporate governance principles, it is only when we have strong ethical behaviour that we can stay true to the spirit behind corporate governance and we can all sleep well at night, knowing very well that our conscience is crystal clear.

### Pride in Work

This is seen as a positive attitude to have as it celebrates one's achievements and promotes self-worth or self-esteem. When you have pride in what you organise, plan, write, train and guide, then you will be able to do what you do exceedingly well and with a lot more passion.

### Teamwork

Understanding teamwork is essential in order to achieve the goals and successes that every business hopes to see. Working together as a team means that several individual people have to come together and function as one solid unit. It involves taking the various talents and skills that each team member contributes and combining them into one successful effort.

“We continue to break new ground, positioning SDC as the de facto National Education centre as we build our defence-centric programmes.”



# CHAIRMAN'S MESSAGE

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## The SDC Spirit

At Spore Discovery Centre (SDC), every member of our team epitomises the SDC spirit, that passion to share the Singapore Story. This was evident in 2018 when we brought our exhibitions, stories and activities into the community to celebrate National Day. We shared the Singapore Story with our people in schools, community spaces, public libraries, and housing estates.

The high level of professionalism exhibited by our team was well rewarded in the year with 27 of our staff receiving the Excellent Service Awards presented by the Association of Singapore Attractions. My congratulations go to all our award recipients and especially to Star Award recipient, Ellen Poh, who was nominated for the Superstar Award.

## Shaping Our Growth

We continue to look for new ways to share the Singapore Story, and in 2018, we collaborated with the National Library Board (NLB) to set up SDC satellites at Tampines and Woodlands Regional Libraries. We have also signed a Memorandum of Understanding to solidify this partnership. The forging of more strategic partnerships is in the works.

We continue to break new ground, positioning SDC as the de facto National Education (NE) centre as we build our defence-centric programmes. To better focus our defence and security-related programmes, SDC formed a new defence programming team under the Education Department. A major milestone in 2018 was the commemoration of SAF Day, when we organised a public programme that offered the community a taste of military life as well as activities that encouraged family bonding. We also introduced a pilot programme, 'Hard Truths on Security', to equip students with the knowledge of geopolitical threats that Singapore is facing and to highlight the importance of National Service and the role of the SAF.

With the introduction of the sixth Total Defence pillar, digital defence, we held a Digital Defence Talk conducted by industry experts. The talk focused on fake news and cyber threats and was attended by educators and post-secondary educational institution (PSEI) students as part of SDC's Total Defence Day programme. The talk also provided insights on fake news and falsehoods and educated the participants on how to deal with cyber threats.

For SDC to be effective, we must adopt strong and efficient support systems and work processes. We will continue to drive innovation and improve our technological capabilities to remain relevant. We have started on a Digital and Brand Transformation journey where we will gain a sharper understanding of who our target audiences are and their needs vis a vis our current digital capabilities so that we can roll out a new brand and digital strategy in the coming year, which will further enhance our visitors' experience.

## In Appreciation

I would like to take this opportunity to express my thanks to every member of the SDC team for living the SDC spirit and continually demonstrating their unwavering dedication to sharing the Singapore Story. We are on the right path and I have full confidence that SDC will continue to excel in its mission.

**Mr Adrian Chua**  
Chairman  
Singapore Discovery Centre Ltd

To share the Singapore Story in an ever-evolving society is not easy, but I am proud to say that our team has always been able to rise to the challenge year after year, continuing to innovate and find new ways and do our very best to share the Singapore Story.



# EXECUTIVE DIRECTOR'S MESSAGE

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## Expanding Our Reach

Over the years, our team has worked together to share the Singapore Story as well as messages of positivity, inclusivity and growth as a nation. We continued this year by reaching out to homeschoolers, a new audience group, who took part in our 2019 Total Defence special exhibition, 'Our Next Battlefield'. The programme proved to be a highly engaging experience for them, with many expressing a desire to return and we look forward to welcoming them back to the Centre.

Spreading the Singapore Story further, our innovative modality of having SDC satellites at the Tampines and Woodlands Regional Libraries has enabled the outreach of our exhibitions, programmes and our Singapore Stories films. In the near future, SDC aims to forge more partnerships and target new groups such as special needs schools and self-help groups.

## Fuelling The Passion

SDC was graced with the presence of President Halimah Yacob who visited our Centre in August 2018. The support of the President for what we do to promote a cohesive society has fuelled our passion to do more. Following her visit, President Halimah shared her insights on her social media pages, encouraging citizens to preserve a harmonious and cohesive society and thanking SDC for telling the Singapore Story. With the visit, SDC gained strong media exposure across several media channels and the appreciation by the President has served to remind us on the significance of our purpose and mission.

We must continue to do more to engage our guests with stories that are personal and relevant. That is why we are repurposing our Visionarium to hold engaging theatrical performances and dramatised shows in order to bring the stories closer to our audiences. We will also be conducting new and engaging quest-based outdoor trails.

We are committed to the training, development and recognition of our staff. All our Singapore Story Guides (SSGs) are also trained to conduct the SAFTI MI Bus Tour. In recognition of their professionalism and exemplary guiding skills, this year, we introduced and presented our SSGs with proficiency badges. To embrace continuous learning and promote a greater appreciation of the heritage of the minority communities in Singapore, we organised, for our staff, a NE Trail that included visits to Kampong Glam, The Cathedral of the Good Shepherd and the Armenian Heritage Gallery.

## Unwavering Dedication

I would like to extend my deepest appreciation to the staff. It takes a devoted and professional team, one with a soul, to achieve everything that SDC has accomplished. To share the Singapore Story in an ever-evolving society is not easy, but I am proud to say that our team has always been able to rise to the challenge year after year, continuing to innovate and find new ways and do our very best to share the Singapore Story. Kudos to all of you!

**BG (RET) Lawrence Chua**  
Executive Director  
Singapore Discovery Centre Ltd

# BOARD OF DIRECTORS



**Mr Adrian Chua**  
Chairman  
Singapore Discovery Centre Ltd  
Deputy Secretary (Administration)  
Ministry of Defence



**BG (RET) Lowrence Chua\***  
Executive Director  
Singapore Discovery Centre Ltd



**COL Joseph Tan**  
Director  
Nexus  
Ministry of Defence



**LTC (NS) Melvin Kwek**  
Managing Director  
Vantage Point  
(Private Limited)



**Mr Puvan Ariaratnam\***  
Director  
Character & Citizenship  
Education Branch  
Ministry of Education



**Mr Chia Tze Yee**  
Group Director  
(Engagement)  
People's Association



**Ms Kit Chan**  
Artiste / Creative  
Consultant



**Mr Jeffrey Seah**  
Partner  
Mettle & Salt  
Partners Pte Ltd



**Mr Ng Kin Yi**  
Director  
Defence Finance  
Organisation  
Ministry of Defence



**COL Adrian Teng**  
Head  
National Service  
Affairs Department  
Ministry of Defence



**Mr Tong Yee**  
Co-Founder  
The Thought  
Collective  
(appointed 13 Aug 2018)



**RADM Ken Cheong**  
Commandant  
SAFTI Military Institute  
Ministry of Defence  
(appointed 28 May 2019)

## Staff & Audit Committees

### Staff Committee

**Mr Adrian Chua**  
Chairman  
Singapore Discovery Centre Ltd  
Deputy Secretary (Administration)  
Ministry of Defence

**Mr Ng Kin Yi**  
Director  
Defence Finance Organisation  
Ministry of Defence

**COL Adrian Teng**  
Head  
National Service  
Affairs Department  
Ministry of Defence

**COL Joseph Tan**  
Director  
Nexus  
Ministry of Defence

**Mr Jeffrey Seah**  
Partner  
Mettle & Salt  
Partners Pte Ltd

### Audit Committee

**LTC (NS) Melvin Kwek**  
Managing Director  
Vantage Point  
(Private Limited)

**Mr Chia Tze Yee**  
Group Director  
(Engagement)  
People's Association

**Mr Ng Kin Yi**  
Director  
Defence Finance Organisation  
Ministry of Defence

## Board of Directors' Meeting Attendance

Board Member	Number of Meetings Attended
Mr Adrian Chua	4
BG (RET) Lowrence Chua	4
COL Joseph Tan	3
LTC (NS) Melvin Kwek	4
Mr Puvan Ariaratnam	4
Mr Chia Tze Yee	4
Ms Kit Chan	0
Mr Jeffrey Seah	3
Mr Ng Kin Yi	4
COL Adrian Teng	2
Mr Tong Yee	2
RADM Ken Cheong	1
<b>Number of Meetings for FY2018</b>	<b>4</b>

\*Member has served for more than 10 consecutive years on the Board as the appointment is ex-officio.

# MANAGEMENT TEAM



**1. BG (RET) Lawrence Chua**  
Executive Director

**2. William Ong**  
Director  
Centre Management

**3. Soo Hui Wah**  
Director  
Education

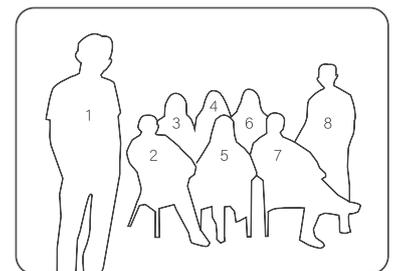
**4. Peh Yee Joo**  
Director  
Exhibits Development

**5. Sally Yeo**  
Director  
Finance

**6. Cafren Kang**  
Assistant Director  
Administration

**7. COL (NS) Kelvin Koh**  
Deputy Executive Director

**8. Roger Hoo**  
Chief Safety Officer /  
Head, Centre Management  
Procurement



# AWARDS & ACCOLADES

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CERT NO.: 2001-2-1256  
ISO 9001 : 2015

## ISO 9001:2015 Certification

An audit for the conversion to the new ISO 9001:2015 certification was conducted on 24 April 2018. SDC was awarded the ISO 9001:2015 certification for exhibit availability.



## bizSAFE Level Star Surveillance Audit

bizSAFE Level Star certification surveillance audit was conducted on 13 February 2019 and SDC maintained the bizSAFE Level Star status.



## Excellent Service Award

SDC bagged home 27 Gold, Silver and Bronze awards for the Association of Singapore Attractions Excellent Service Award (EXSA) 2018, in the good cause of honouring and recognising deserving Service Champions of the attractions industry.



# ENGAGEMENT & FINANCIAL OVERVIEW

## Engagement



### Centre Visitorship

FY 2017 **196,307**  
 FY 2018 **205,997**

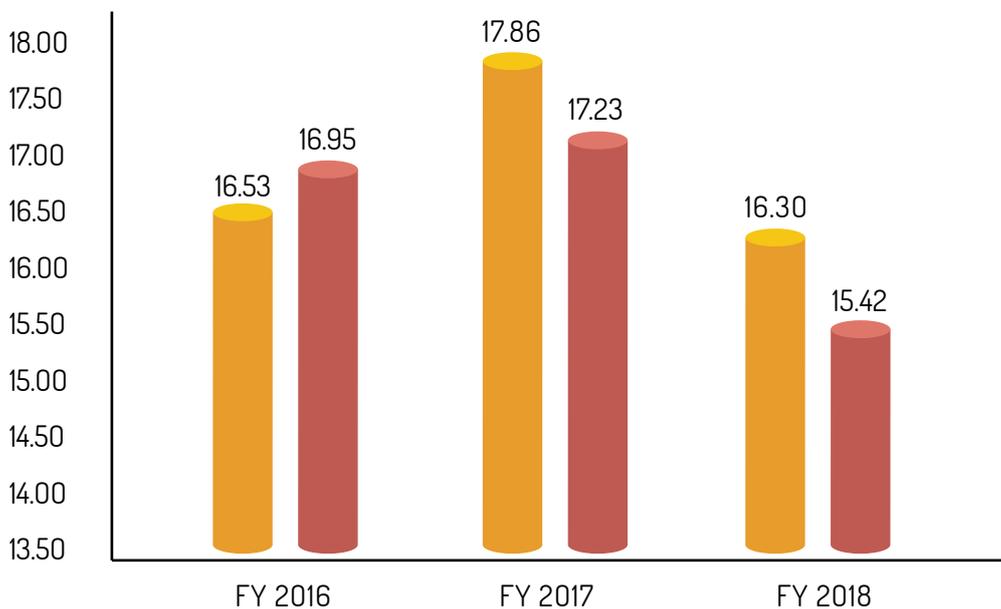
### Outreach

FY 2017 **160,030**  
 FY 2018 **182,214**

### Total Engagement

FY 2017 **356,337**  
 FY 2018 **388,211**

## Financial



### Operating Revenue

Including  
 Grants Received  
 (S\$Mill)

### Operating Expenditure

(S\$Mill)

# MEDIA FEATURE

## SDC In The News

SDC promotes its exhibitions, programmes and activities via numerous platforms, including on-site branding, direct mailers, press advertisements, radio advertisements and other collaterals. Apart from utilising the mainstream media to reach out to the general public, SDC also uses social media platforms such as Facebook and Instagram to connect with the digitally savvy. SDC managed to garner a widespread of media coverage for key commemorative events in FY2018.



# SINGAPORE STORY GUIDES

## Little Red Dot Series: 'It's Enlistment Day!' Thematic Tours

The Singapore Story Guides (SSG) team presented an NS-themed dramatised tour, 'Little Red Dot Stories: It's Enlistment Day!' for the year-end school holidays. Tour participants were treated to combat rations which they cooked in a simulated field cooking segment. Participants also learnt more about items commonly used in the army, unique army lingo, as well as the importance of NS through a dramatised orientation talk, show-and-tell and SAFTI bus tour. The tour enhanced the guests' experience and encouraged interactivity by getting participants to play the part of a recruit.



Visitors were "enlisted" as new recruits and met with their platoon sergeant who prepared them for army life with a show-and-tell of items commonly used in the army and a quiz on unique army lingo.

## Enhanced SAFTI Bus Tours

From 1 October 2018, all SAFTI bus tours were enhanced to include a walking segment at the SAFTI Parade Square. On the walking tour, guests are able to view up close key landmarks such as the SAFTI Tower, the Parade Square, the Merdeka Lions and the Ceremonial Hall. Guests are now also allowed to take photos and videos within this area.





## COMMEMORATIVE EVENTS & SPECIAL EXHIBITIONS

SDC commemorates special events such as International Friendship Day, Racial Harmony Day, National Day and Total Defence Day, and puts together a string of events, programmes and specially curated exhibitions catered to the general public and students, to inculcate the fundamental NE and Character and Citizenship Education values in their learning experiences. Through these efforts, SDC's visitors can better appreciate the transformation of Singapore and our Singapore Story.



# INTERNATIONAL FRIENDSHIP DAY

## Embassy Showcase 'Globalopolis.sg'

03 Apr 2018 – 17 Jun 2018

A larger scale Embassy Showcase titled 'Globalopolis.sg' for International Friendship Day (IFD) was organised, supported by 11 embassies which highlighted the importance of diplomacy and globalisation. ASEAN themes of innovation and resilience were also incorporated. The immersive learning environment reached out to about 8,500 visitors.



## International Friendship Day School Programme

Differentiated programmes based on the Ministry of Education (MOE) curriculum engaged about 4,300 students across all levels, and saw a 15% increase in take-up rate from the previous year. Customised programmes were developed for overseas school groups and some madrasahs who participated in this programme for the first time.



## International Friendship Day Special Weekend

The event, supported by 6 participating embassies, provided a platform to promote cross-cultural interactions. Visitors were also treated to an array of cultural performances, quizzes, food sampling and a tour of SDC's IFD Embassy Showcase.

## Children's Season

SDC participated in the annual Children's Season organised by the National Heritage Board's Museum Roundtable, by showcasing its IFD Embassy Showcase and public programmes. Families and their children enjoyed the fun-filled activities and learnt about global cultures and innovation.

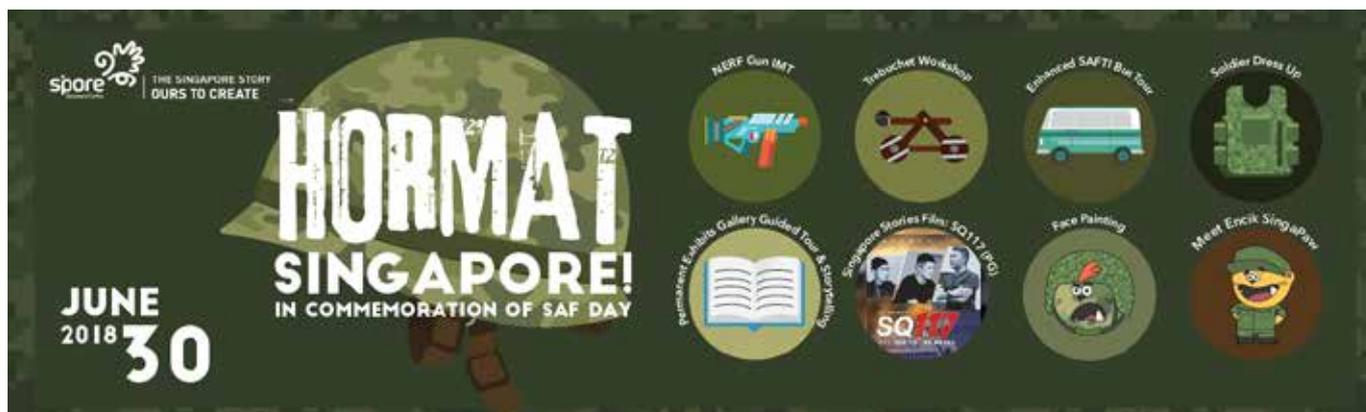


# SAF DAY

## 'Hormat Singapore'

30 Jun 2018

SDC organised a public programme titled 'Hormat Singapore' in commemoration of Singapore Armed Forces (SAF) Day on 30 June 2018. The programme offered participants a taste of military life and engaging family bonding activities such as basha pitching, field cooking and defence science workshop. The response for the inaugural programme was encouraging, with close to 570 partaking in the military-styled activities lined up for the day.





# NATIONAL DAY EXHIBITIONS AND CELEBRATIONS

## National Day Special Exhibition

12 Jul 2018 – 18 Nov 2018

SDC celebrated the nation's 53<sup>rd</sup> birthday with a National Day special exhibition titled 'We're SG'. The exhibition featured the spirit of gotong royong and key values of active citizenry, namely Care, Cohesion, Progress, Resilience and Trust, that are crucial for building a more open and inclusive Singapore. One of the highlights of the exhibition was a video featuring inspiring stories of 14 passionate active citizens who had stepped forward to build a better Singapore in their own way.



### Travelling Exhibition Locations

In addition to the anchor exhibition at SDC, abridged versions of the special exhibition were fabricated for travelling to various parts of Singapore to expand the reach to Singaporeans, such as the National Gallery Singapore, Toa Payoh HDB Hub, Northpoint City, Our Tampines Hub, Whampoa and the University Cultural Centre.

### National Gallery Singapore



### Northpoint City



**Our Tampines Hub**



Mr Heng Swee Keat, Minister for Finance, posing for pictures with Tampines residents and SingaPaw at SDC's travelling exhibition.

**Toa Payoh HDB Hub**



Dr Ng Eng Hen, Minister for Defence, interacting with Bishan-Toa Payoh residents.

**Whampoa**



Mr Heng Chee How, Senior Minister of State for Defence, having an enjoyable time with his residents.

**University Cultural Centre**



A guided tour for Mr S Iswaran, Minister for Communications and Information at the National Citizenship Ceremony event.



# NATIONAL DAY EXHIBITIONS AND CELEBRATIONS

## School Engagement

12 Jul 2018 – 18 Nov 2018

### 'Decrypt SG'

More than 1,500 students participated in the programme to learn more about the Singaporean identity through interactive activities and a tour of the National Day (ND) special exhibition. SDC partnered OnePeople.sg to promote Racial Harmony messages through their Culture Quest Quiz and CNA documentaries.



### Customised ND Programme for Post-Secondary Educational Institutions (PSEI): Innova Junior College's (IJC) ND Celebrations @ SDC

SDC customised a ND programme for IJC for the first time, which was attended by about 500 JC2 students and 60 teachers. They had a memorable ND event while learning about national identity-related issues through a wide range of activities.



### ND Satellite Exhibition @ Raffles Institution

Raffles Institution hosted SDC's ND Travelling Exhibition for the first time at their campus, which was opened to their cluster schools. About 2,000 students visited the exhibition and enjoyed the "out of classroom" learning environment.



### Racial Harmony (RH) / ND School Assembly Roadshow

The interactive RH/ND 2018 roadshow, titled 'Who Moved the Pineapple Tarts?' reached out to about 15,000 students across 15 schools. It helped students to understand stereotyping, casual racism and how we can do our part to promote racial harmony and social cohesion in Singapore.





## SDC Celebrates National Day

SDC presented stage and fringe programmes as part of its ND celebrations at the centre. Visitors received a limited edition SDC memento when they visited the special exhibition and participated in stage games with prizes that included NDP tickets, NDP funpacks and many others.



## RH/ND Public Programme

RH/ND public programmes were held at SDC and for the first time, at SDC's Satellite in Tampines Regional Library, to widen outreach to the community.

# TOTAL DEFENCE DAY

## Total Defence 2019 Special Exhibition 'Our Next Battlefield'

29 Jan 2019 - 24 Mar 2019

In commemoration of Total Defence (TD) Day 2019, SDC curated a special exhibition titled 'Our Next Battlefield'. Supporting the bicentennial celebrations, key incidents over the past 200 years were featured, which reminded us that our nation's peace is fragile and must always be protected. The exhibition created awareness of the next battlefield as we play our part and become the first frontier in the digital space, to protect the peace in Singapore.

This special exhibition featured the sixth pillar of TD, Digital Defence and heightened public awareness of insidious threats from fake news and the cyber space on our country's sovereignty and survival. Lessons from the featured historical incidents of Singapore also accentuated the efforts needed to combat fake news and the onslaught of modern day rumours, lies and propaganda.



*"Fake news is a stealthy menace and we must recognise the devastating magnitude of harm and impact it can potentially bring to our nation. Every one of us has the responsibility to guard against it and defend our country. I hope the Total Defence special exhibition and activities we organise here in S'pore Discovery Centre can ignite the fighting spirit in all of us to combat our next battlefield."*

- BG (RET) LOWRENCE CHUA, SDC EXECUTIVE DIRECTOR



## Total Defence Day 2019 School Programme 'You are a TD Guardian'

About 10,000 students across all levels participated in the TD school programmes, which included new audience groups like the homeschoolers and Madrasah students.

### Customised TD Programme for Junior Colleges

SDC engaged more than 3,000 students from Hwa Chong Junior College and Tampines Meridian Junior College for the SAF-Schools Partnership Programme (SSPP) with a customised TD programme.



### First 'Securing SG' Paintball Competition

160 students from Uniformed Groups and secondary schools participated in our first TD Paintball competition where they learnt about commitment to defence and counter terrorism.



### Digital Defence Talk for Educators & Fake News Race for PSEI

A Digital Defence Talk focusing on fake news and cyber threats was organised for educators and PSEI as part of SDC's TD programme. The event featured speakers like Dr Carol Soon, Senior Research Fellow, Institute of Policy Studies and Mr Tee Chun Meng, Executive Director (Cyber Security), DBS Bank.



### TD 2019 School Assembly Roadshow, #RealOrNot

About 12,000 students across 12 primary and secondary schools enjoyed the 30-minute interactive show, #RealOrNot, which addressed topics on fake news and how students could play their role in cyber security. It was also presented at the SDC Satellite @ Woodlands Regional Library.



### SCDF's Junior Civil Defence Lionhearters Challenge

Graced by Guest-of-Honour, AP Ho Peng Kee, Chairman of the Home Team Volunteer Network, 140 students from 22 primary schools completed exciting challenges which tested their skills and knowledge on emergency preparedness and total defence.

### MOE-SDC Primary 6 Cohort TD 2019 Experience - SG Unite! 2.1 Card Game

The MOE award winning card game reached out to about 40,000 students, who learnt about the need to be prepared for changing threats, challenges and the importance of TD and commitment to defence.

## TD Public Programmes @ SDC & Satellites (Tampines & Woodlands Regional Libraries)

SDC also organised a series of TD public programmes at SDC, from film screening to TD-related craft activities, as well as at its satellites - Tampines and Woodlands Regional Libraries.



# YEAR-END PROGRAMMES

SDC organised a host of activities during the holiday season. These included the 'Innovation Challenge' activity stations and 'Home Smart Home' craft activity where visitors created their own 'smart' home devices.



## Year-End School Programme: 'I-nnovate SG'

Students explored what it will take to build a smart nation. Through a series of interactive activities, students worked in teams and discovered how we can all play a part towards building a smart nation.

## Year-End Public Programme: 'I-nnovate SG'

SDC brought its year-end programme 'I-nnovate SG' to Tampines Regional Library to engage families and youth during the holiday season. Visitors participated in activities such as building their own 'smart' home devices and ideating creative innovations.



# FESTIVE SPECIALS

SDC hosted a series of themed activities to celebrate the four major festivals observed locally – Chinese New Year, Hari Raya Puasa, Deepavali and Christmas. On top of the festive decorations around SDC, visitors did hands-on activities ranging from traditional festive snacks tasting to handicraft-making. These activities provided visitors with the opportunities to learn more about the respective cultures and appreciate the rich cultural diversities in Singapore.



Chinese New Year



Hari Raya Puasa



Deepavali



Christmas

# VISIT BY THE PRESIDENT OF SINGAPORE

The President of Singapore, Madam Halimah Yacob, visited SDC on 28 August 2018 to view the Racial Harmony and National Day programmes. SDC hosted Mdm Halimah and gave a tour of SDC's National Day special exhibition 'We're SG' and Our Founding Leaders exhibit in the Permanent Exhibits Gallery. The President also interacted with students from Xingnan Primary School, Northbrooks Secondary School and Anglo Chinese Junior College. The visit, with the focus on racial and religious harmony, garnered significant media coverage on major newspapers, online and broadcast TV as well as on social media. SDC Chairman Mr Adrian Chua presented a token of appreciation to Mdm President at the end of her visit.



# DREAM BIG: ENGINEERING OUR WORLD

As Singapore gears up towards becoming a smart nation, the need to strengthen its engineering capabilities and information technology becomes more significant. Aligning with this vision, SDC brought in an inspiring film titled 'Dream Big: Engineering Our World' into its iWERKS Theatre from October 2018 till March 2019. It was an inspirational film about engineering; a tale of human grit, aspiration, compassion and the triumph of human ingenuity over life's greatest challenges. The film featured many engineering wonders around the world, and it revealed the heart that drove engineers to create better lives for people around the world.



## 'The Future We're Building' Engineering Talk

SDC collaborated with the Institution of Engineers, Singapore (IES) for the first time to host 'The Future We're Building' engineering talk in November 2018. 3 invited speakers shared with over 330 attendees from the industry and students from post-secondary educational institutions (PSEI) on various engineering topics such as drone technologies, engineering for a smart nation and engineering with passion.

The speakers were Mr Danny Lee, Course Chair for Diploma in Aerospace Electronics & Diploma in Engineering with Business at the Singapore Polytechnic's School of Engineering, Mr CK Vishwakarma, Founder of IoTSG, and Dr Victor Sim, Principal Engineer (Sustainable Urban Solutions) at Surbana Jurong.



## 'I'm a DIY Engineer' Public Programme

Complementing the film and talk, a special engineering-themed programme 'I'm a DIY Engineer' was organised over a weekend in November 2018, with hands-on activities, photo booth and workshop to engage the general public, especially families.





## SCHOOL ENGAGEMENT

SDC organises an array of programmes to reach out to and connect with students and educators. The programmes provide a mind-and-heart engaging and multi-sensory learning experience which spans a selection of integrated themes.



VISION An **INNOVATIVE** School  
of **DISCERNING** Learners  
and **CARING** Leaders

XINGHUA PRIMARY  
Sapphire  
Emer

# SCHOOL ENGAGEMENT

SDC offers a wide range of programmes for students and educators, which are closely aligned with MOE curriculum as well as contemporary issues. Through providing an engaging and multi-sensory learning experience beyond textbooks and classrooms, SDC encourages students to do their part as active citizens to contribute to Singapore's future.

## Core Programmes

### Refreshed Total Defence (TD) Badge by NEXUS/MINDEF

From June 2018, SDC included NEXUS/MINDEF's Guardian of the City card game in its programmes to all secondary schools' Uniformed Groups.

### Social Studies-Based Programmes

With MOE's support, SDC reached out successfully to Social Studies educators with programmes for both primary and secondary school students.



## Customised Programmes (Primary & Secondary Schools)

SDC designed many customised programmes for large cohort visits, which ranged from NE-Mazing Race, Outdoor Trails to special programmes for overseas students.

### Twinning Commonwealth Secondary & Overseas School

Local school students grouped together with students from Hong Kong to engage in activities and comparison study.

### Hwa Chong Institution's Harmony Cup

A customised outdoor trail covering Jurong District, focusing on Singapore's rich cultural heritage and entrepreneurial spirit.

## Strategic MOE Partnership

SDC continues to actively engage its strategic partners, both the Character and Citizenship Education (CCE) and Humanities (Social Studies) departments of MOE. SDC keeps itself abreast with the latest changes in MOE curriculum and NE Review's recommendations by updating its programmes to stay relevant. SDC hosted many MOE-related events which provided an excellent platform to reach out to school leaders and educators to gain more mindshare.

### MOE-SDC's Project: TD 2018 Primary Cohort Experience, SG Unite! 2.0 Card Game

MOE-SDC's TD 2018 Primary 6 Cohort Experience won the Commendation Award for MOE's Innergy & Outstanding Innovator Awards 2018 Competition in July 2018. The card game was well-received by students, educators and parents.

### SGSecure Advocacy Facilitation Sessions for Uniformed Group (UG) Educators

Since 2016, SDC was appointed by UG/MOE to conduct 18 SGSecure Advocacy Facilitation workshops. By December 2018, about 2,000 UG cadets, volunteers and teachers across 6 (out of 9) UGs attended these customised workshops, to help them incorporate SGSecure messages to better meet their specific needs.

## Educators' Engagement



### Customised Programmes for Educators

SDC was approached by several schools to customise NE programmes for their educators for their Learning Journeys which included trails, staff retreats and teambuilding.

### NIE International's Invite to Vietnamese Teachers

NIE International brought 60 Vietnamese teachers to visit SDC as part of their English Language course. It opened doors to a new audience group (overseas educators/delegates) who are keen to learn more about Singapore.

### MOE Schools Division (North)'s Meeting / Retreat (Key Personnel Professional Learning and Leadership Development)

47 participants from MOE Schools Division (North), including MOE Superintendent and Vice-Principals, held their meeting cum retreat at SDC, with MOE Divisional Director, Mrs Tan Chen Kee as their special guest. The event facilitated a networking opportunity, as well as increased awareness of SDC's wide range of offerings.

### MOE CCE Branch Professional Development & Branch Meeting

Besides hosting 65 MOE officers from CCE Branch for their branch meeting, SDC was invited to share on 'Design Empowering Learning' and exchanged ideas with CCE colleagues on effective NE engagement.

### North 6 Cluster AED Learning Journey

60 Allied Educators from the North 6 Cluster Schools participated in a customised NE-Mazing Race as part of their NE Learning Journey.

### SDC Sharing at Xingnan Primary School's Retreat at SDC

Xingnan Primary School's retreat incorporated 5 of SDC's Singapore Stories films as relevant resources to discuss contemporary issues. SDC was also invited to share how these films were used for its school and outreach efforts.

### SDC Sharing at MOE Cluster Briefings: West 6 Cluster Meeting & MOE West 3 Cluster

SDC was invited by MOE West 6 Superintendent, Ms Chia Ban Tin and MOE West 3 Superintendent, Mr Lee Seng Hai to share at their respective cluster briefings on SDC's range of school engagement programmes.



## Post-Secondary Educational Institutions (PSEI) Engagement

SDC's signature PSEI programmes, like the Young Ethnographers' Trail and Future Economy Trail, gained traction with more repeat and new bookings, while customised programmes helped to encourage more cohort bookings.

### Customised Programme for Republic Polytechnic – Prata Inc.

About 30 students from Republic Polytechnic role-played as regional marketing team leaders of 'Prata Inc' and presented interesting TV commercial ideas to learn about globalisation using the International Friendship Day Embassy Showcase.

### Hard Truths on Security Programme for Millennia Institute

About 88 students from Millennia Institute participated in SDC's pilot programme, where COL (NS) Kelvin Koh (DED/SDC) highlighted the importance of National Service (NS) and the role of the SAF for our defence and security.

### Pilot Run of 'Active Citizen' Programme

About 27 students from Anglo Chinese Junior College participated in SDC's pilot 'Active Citizen' programme, which aimed to inspire youths to be active agents of change. They presented interesting social action projects to President Halimah Yacob, who encouraged the students to promote racial harmony in their daily lives.

### SDC-SP Partnership ('YOUnison' Public Programme)

As part of SDC's collaboration with Singapore Polytechnic (SP) Department for Event and Project Management, SP students who were mentored by SDC staff, organised a successful weekend public programme, 'YOUnison'. It attracted more than 500 students and 30 volunteers who set up exciting learning stations to engage youth and families with children.



### Singapore Stories Film Project

The Singapore Stories Film project is a meaningful initiative which started in 2014, where polytechnic students are invited to produce engaging NE films with an aim to share the Singapore Story. The new films are screened at SDC for the first year, while the growing collection of NE films are being used as educational resources and in SDC's outreach efforts to schools and the community.





## School Outreach

**Outdoor trails** such as the Young Ethnographers' Trail continued to help to engage more than 1,000 junior college students from strong supporters like Hwa Chong Institution as well as new junior colleges coming on board. The **film outreach programme** reached out to over 800 students from Millennia Institute and Tampines Meridian Junior College for the first time during the Racial Harmony and National Day period.

The **travelling exhibition titles** (re-packaged from past SDC's special exhibitions) remained popular, with titles like 'We're SG' for National Day (August 2018) and 'Our Next Battlefront' for TD (February 2019) being added to the series.



## Public Outreach

### Public Outreach @ SDC Satellites at Tampines Regional Library and Woodlands Regional Library

From 2018, SDC extended its public programmes to SDC satellites, firstly at Tampines Regional Library and then at the Woodlands Regional Library. The programmes included travelling exhibitions, Singapore Stories film screenings, craft activities and story-telling to cross-market SDC's special exhibitions. Its partner, NLB, also put up thematic-based book displays to complement the programmes.





# SINGAPORE STORIES FILM GALA

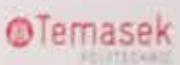
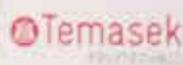
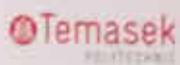
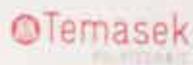
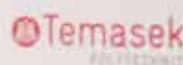
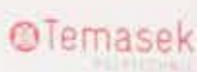
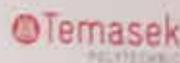
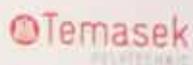
The Singapore Stories Film project is a meaningful initiative SDC started 5 years ago, where SDC commissions polytechnic students to produce engaging films, with an aim to share the Singapore Story, as well as using films as a key educational resource in NE learning.

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# SINGAPORE STORIES FILM GALA

SDC collaborated with Temasek Polytechnic (TP) School of Design for the fifth year to commission three new short films, with stories close to the heart of every Singaporean. Guest-of-Honour Mr Ong Ye Kung, Minister for Education, graced the film gala premiere on 24 May 2018 at SDC's iWERKS Theatre.



The three films, 'Buying Back Grace', 'Sleep Well, Mother' and 'O Meri Jaane Jaan (O My Beloved)' were selected as they highlight vulnerabilities as well as embody strong values and conviction. The films featured a strong Singaporean flavour reflecting emotions that will resonate with any audience. Their interpretations of themes such as racial harmony, courage and resilience provide not only an entertaining but thought-provoking look at what is meaningful and valuable to us all in life. The films were exclusively screened over a period of one year to all Singaporeans and PRs at no cost, at SDC's iWERKS Theatre from 1 July 2018.







# KEY CORPORATE, NS UNITS & GRASSROOTS EVENTS

SDC ensures that your event will be successful and memorable by providing value-added event management services.



## Corporate



### CapitaLand

SDC had a closed park day to host CapitaLand's 'Summer Family Fun' event. 5,000 CapitaLand staff and families turned up for the family day and basked in the entertaining activities, which were specially prepared, with performances, carnival games and delicious treats.



### Shell Children's Day

Petroleum company Shell held a Children's Day celebration at SDC on 24 November 2018 for about 2,300 staff and their family members.

### Ultra Clean Technologies Appreciation Dinner

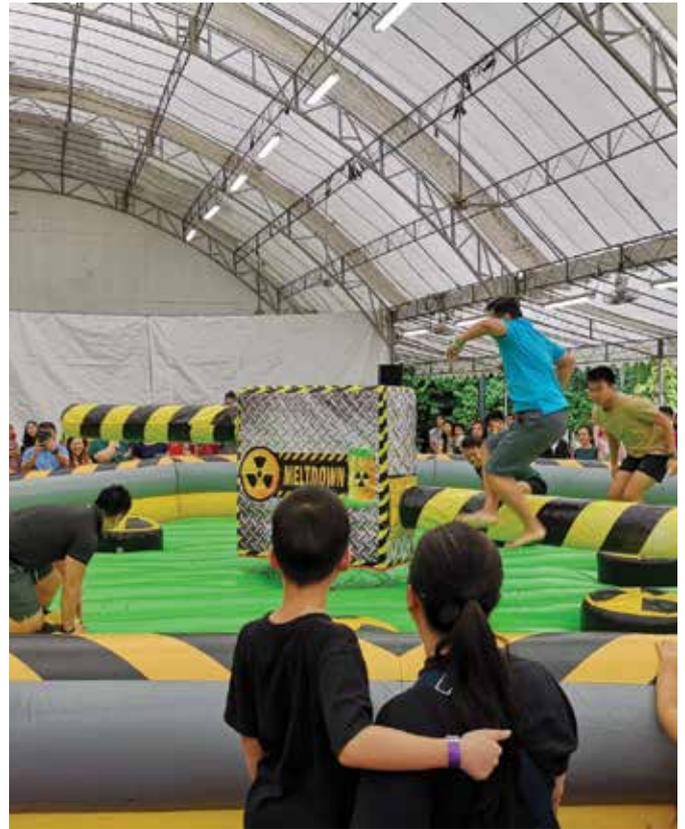
Ultra Clean Technologies held their Lunar New Year Dinner at SDC on 15 February 2019 for about 350 staff, incorporating it with a fun God of Fortune dress-up stage competition.

## NS Units



### 5<sup>th</sup> Brigade Engineer Company Stand Down Parade

The 5<sup>th</sup> Brigade Engineer Company's Stand Down Parade at SDC was attended by 300 NSmen and their family and friends on 1 December 2018.



### Defence Management Group Family Day

800 pax from the Defence Management Group, MINDEF, attended their family day at SDC on 24 December 2018.



### 822 SIR MR Ceremony and Unit Stand Down Parade

The 822 SIR Stand Down Parade at SDC was attended by 145 NSmen and their family and friends on 2 February 2019.



### Maritime Security Task Force (MSTF) Family Day

A strong crowd of 1,200 pax from MSTF filled SDC's Discovery Land when they attended their family day on 16 February 2019.



# EMPLOYEE ENGAGEMENT

SDC recognises and acknowledges the value of its people. At the same time, it reinforces its commitment to make SDC an enjoyable place to work in.

# SPORTS MANIA

**THE DREAM TEAM  
S'PORE DISCOVERY CENTRE  
DINNER & DANCE 2018**

NUSS KENT RIDGE GUILD HOUSE - GUILD HALL

FRIDAY, 23 NOV 2018

6:00PM - 10:30PM



## Workplace Health Promotion (WHP)



Annual WHP Outing to Universal Studio Singapore on 7 January 2019.



Under the mass exercise programme led by department heads, all staff had the rare opportunity to climb the flight of stairs up the SAFTI Tower to enjoy the panoramic view.



WHP Committee led a kin-ball game on 13 June 2018.

## Festive Celebrations



SDC Staff celebrating Deepavali with a variety of Indian cuisines during lunch.



SDC Staff choosing their presents at SDC Christmas Party.



A token of appreciation with oranges and cookies for our in-house contractors and tenants during Chinese New Year Lou Hei Lunch.

## Playing Our Part For The Defence Of Singapore



NSmen in SDC reaffirmed their commitment to the defence of Singapore at the SAF Rededication Ceremony 2018.



NS50 outing arranged for SDC's NSmen to the Home Team Gallery in February 2018.



## Dinner and Dance

Our annual Dinner and Dance was held at NUSS Guild House on 23 November 2018.

